TOBUST CATABASES

ENTITIES



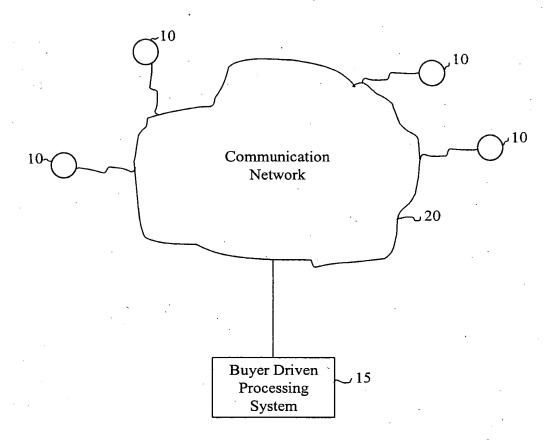


Fig. 1



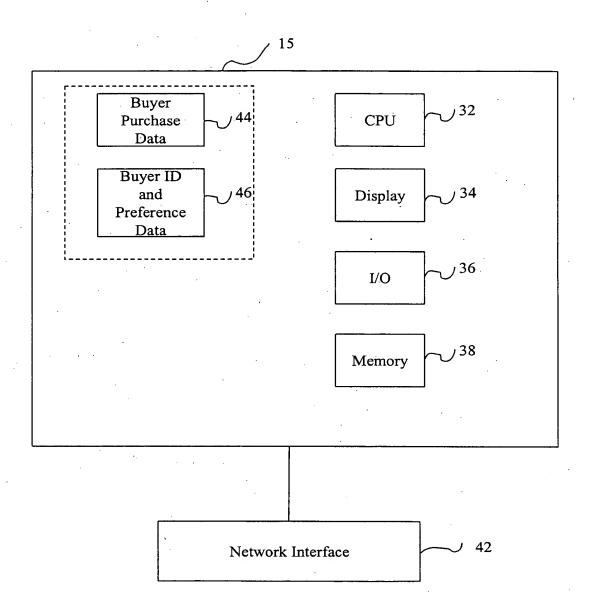
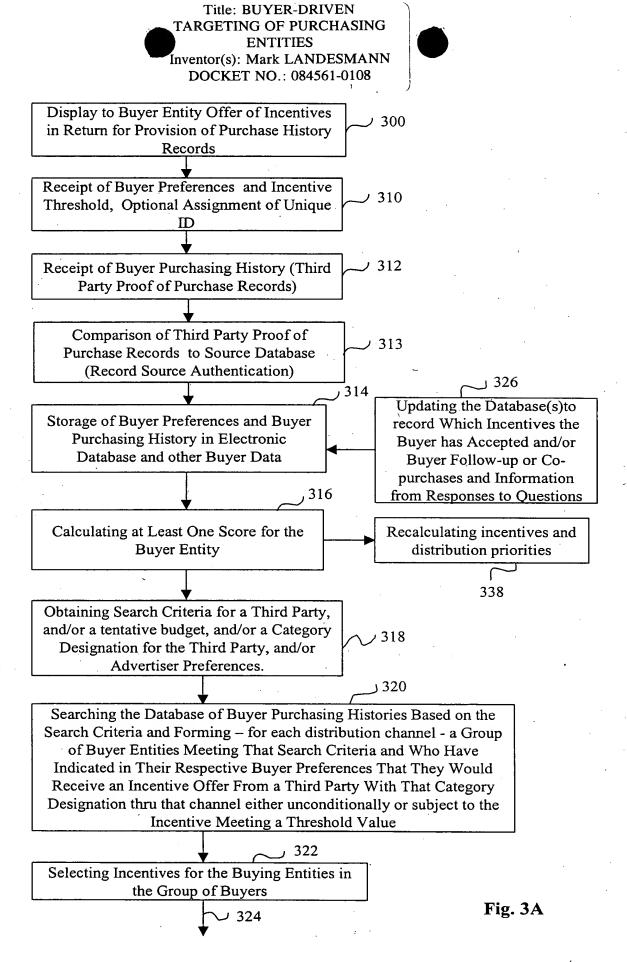


Fig. 2



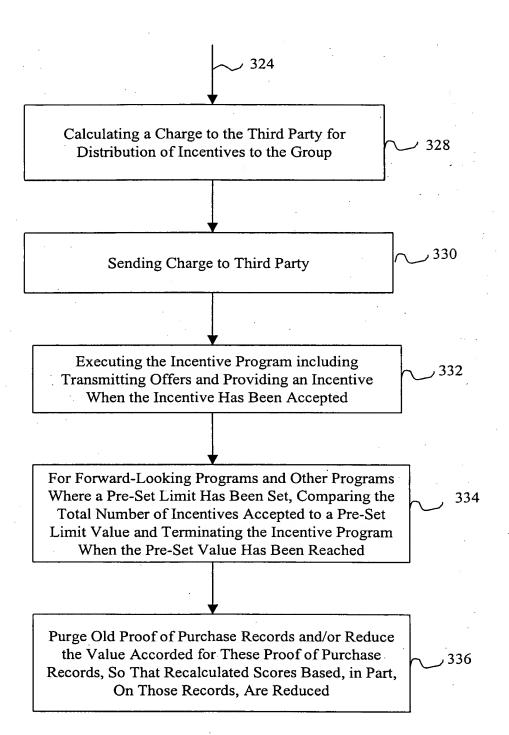


Fig. 3B

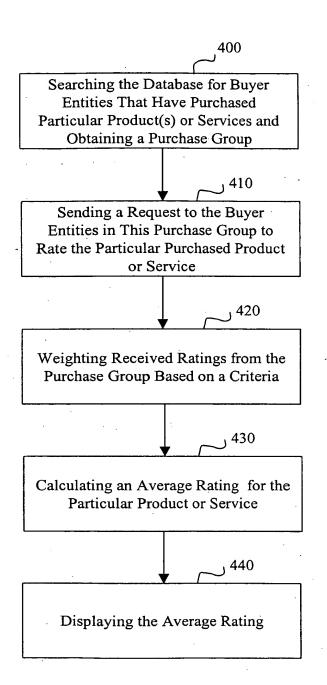


Fig. 4

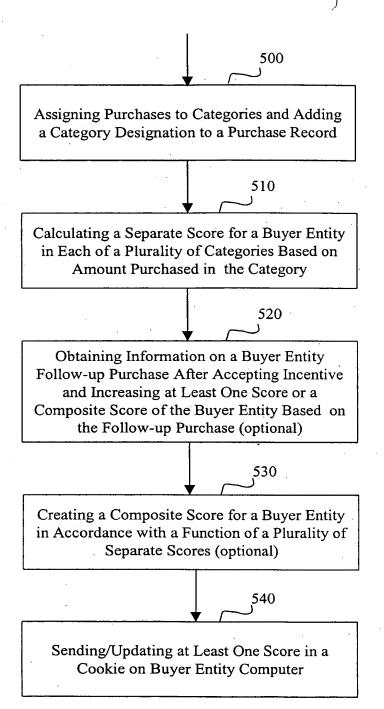


Fig. 5

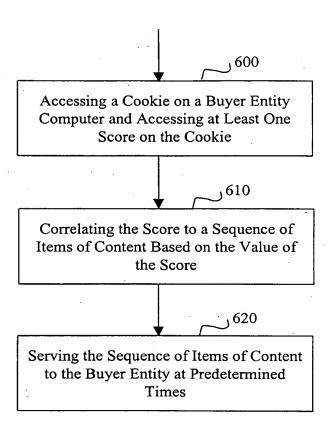


Fig. 6

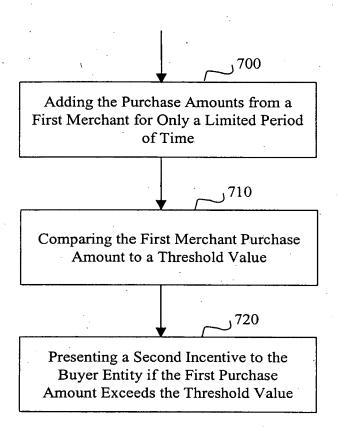


Fig. 7

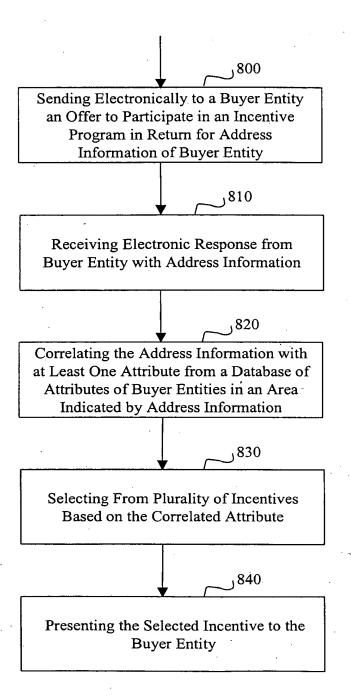


Fig. 8

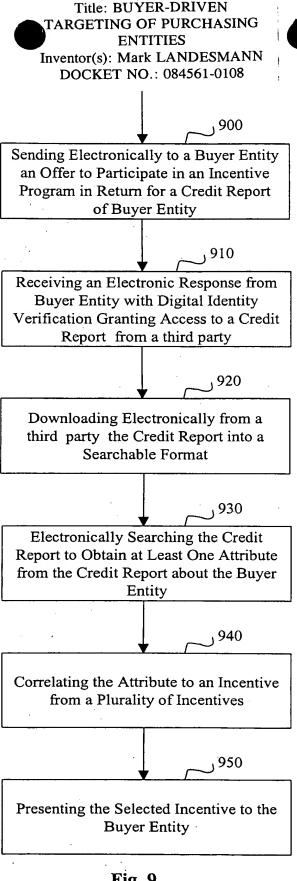


Fig. 9

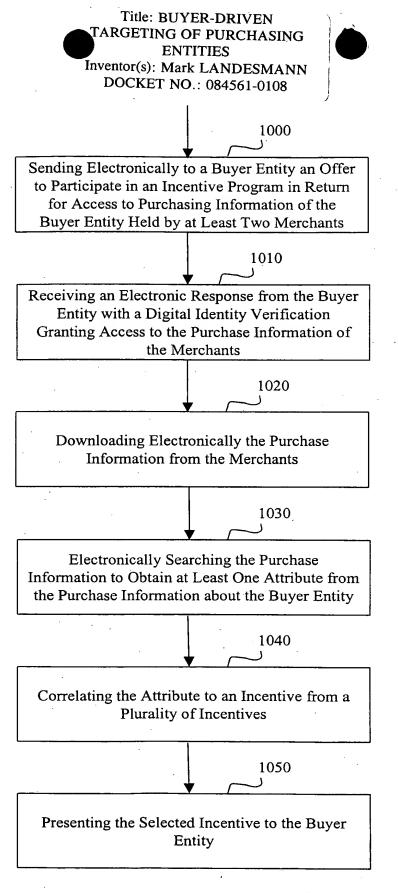


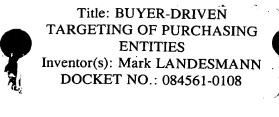
Fig. 10

Title: BUYER-DRIVEN TARGETING OF PURCHASING ENTITIES Inventor(s): Mark LANDESMANN

DOCKET NO.: 084561-0108

1100 Sending Electronically to a Buyer Entity an Offer to Participate in an Incentive Program in Return for Unverified Purchase Information Pertaining to the Buyer Entity and Access to Verification Information Held by Merchants 1110 Receiving an Electronic Response With Unverified Purchase Information and a Digital Identity Verification Granting Access to Buyer Entity Purchase Verification Information Held by Merchants 1120 Making a Comparison of the Unverified Purchase Information from the Buyer Entity and the Verification Information from the Merchants to Verify that the Unverified Purchase Information is Accurate Purchase Information 1130 Electronically Searching the Accurate Purchase Information to Obtain at Least One Attribute About the **Buyer Entity** 1140 Correlating the Attribute to an Incentive from a Plurality of Incentives 1150 Presenting the Selected Incentive to the Buyer Entity

Fig. 11



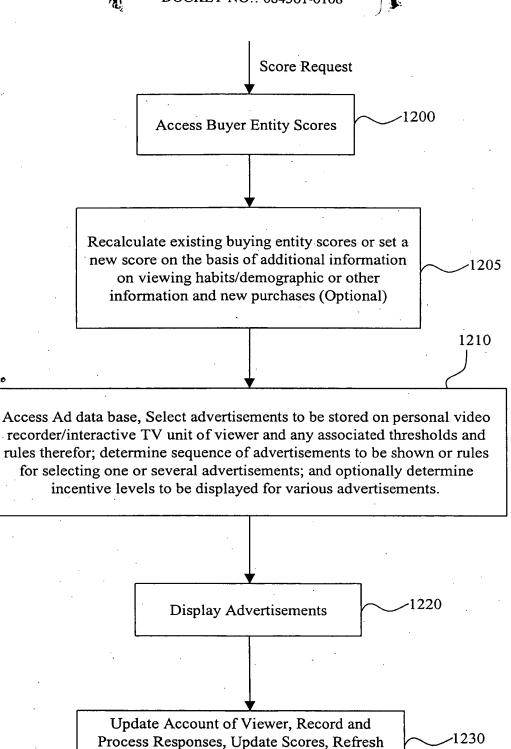


Fig. 12

inventory of advertisements